



WJLA-TV/DT WASHINGTON, DC

WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

Contract # 2000004

Schedule Dates

11/02/12-11/06/12

Advertiser

Republican National Committee (10079)

Agency / T-Code

National Media Inc (1296)/ELECTRONIC

Product

Political-Political (1088)

Brand

Est 3545 11/2-11/6 (73087)

Salesperson

Monares, Barbara (1108)

Sales Office

WJLA - Core Team

Buyer Name

MORIE, MICHELLE

Phone/Fax

/

CPE

Est 3545 11/2-11/6

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

Est 3545 11/2-11/6

Date Entered 11/01/12

Last Modified 11/01/12

Entered By Barbara Monares

CO-OP

No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$10,620.00

Net Total \$60,180.00

Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month Spots Rate

Nov. 2012 27 \$70,800.00

Grand Total: 27 \$70,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	3:58P- KATIE COURIC						2			2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		11/1/12
2.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	3:58P- KATIE COURIC		1							1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		11/1/12
3.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P						2			2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		11/1/12
4.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1							1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		11/1/12
5.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P						2			2	\$3,500.00	\$7,000.00	WJLA Arlington (WJLA)		11/1/12
6.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1							1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		11/1/12
7.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P						2			2	\$5,000.00	\$10,000.00	WJLA Arlington (WJLA)		11/1/12
8.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P		1							1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		11/1/12
9.0	Normal Line / SPOT	11/06/12-11/06/12	4	:30	10:59P- NEWS-ABC 7 NEWS @ 11P			1						1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		11/1/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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WJLA-TV/DT WASHINGTON, DC

WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

National Media Inc
815 Slaters Lane
Alexandria, VA 22314

Contract # 2000004

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Advertiser Republican National Committee (10079)
Agency/T-Code National Media Inc (1296)/ELECTRONIC
Product Political-Political (1088)
Brand Est 3545 11/2-11/6 (73087)
Salesperson Monares, Barbara (1108)
Sales Office WJLA - Core Team
Buyer Name MORIE, MICHELLE
Phone/Fax /
CPE Est 3545 11/2-11/6
Account Types Local/Political Issue Agency
Billing Type Standard
Comments Est 3545 11/2-11/6

Date Entered 11/01/12
Last Modified 11/01/12
Entered By Barbara Monares
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
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Net Total \$60,180.00
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Nov. 2012 27
Grand Total: 27
Spots
Rate
\$70,800.00
\$70,800.00

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10.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A						1			1	\$500.00	\$500.00	WJLA Arlington (WJLA)		11/1/12
11.0	Normal Line / SPOT	11/05/12-11/06/12	4	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A	1	1							2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		11/1/12
12.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							1		1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		11/1/12
13.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	3P- NEWS-SUNDAY ABC 7 NEWS @ 3P							1		1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)	m/g from 11/1	11/1/12
14.0	Normal Line / SPOT	11/05/12-11/06/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A	1	1							2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)	add from 11/1	11/1/12
15.0	Normal Line / SPOT	11/05/12-11/06/12	4	:30	6:59A- ABC-GOOD MORNING AMERICA	1	1							2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)	add from 11/1	11/1/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	9A- LIVE!	1								1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)	add from 11/1	11/1/12
17.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	3:01P- ANDERSON COOPER SHOW	1								1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)	add from 11/1	11/1/12

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18.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							1		1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)	add from 11/1	11/1/12
19.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	11:29P- NEWS-ABC 7 NEWS @ 11P							1		1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)	add from 11/1	11/1/12
20.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)	add from 11/1	11/1/12

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